



City of Morgan Hill Placemaking Initiative Complete Street Pilot Project



Destination

MORGAN HILL
DOWNTOWN

Drive to it ... not through it

MHdowntown.com

Downtown Placemaking Investment Strategy



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MORGAN HILL PARKS
MORGAN HILL, CA



History of Monterey Road

- **Served as Highway 101 until 1982**
- **Main north/south transportation corridor**
- **Also serves as Morgan Hill's
Downtown "Main Street"**





History of Road Narrowing Discussion

- **30 + year discussion**
- **2011 Streetscape Project –
Extensive community outreach**
- **2014 Placemaking Initiative**
 - **To make Downtown the most walkable, bike-friendly, urban, family oriented, and transit oriented neighborhood in Morgan Hill**



Current Conditions



Butterfield Boulevard

- **Alternate north/south corridor (east of Monterey)**
- **Extension opened in 2013**
- **45 mph speed limit**
- **Has excess capacity**

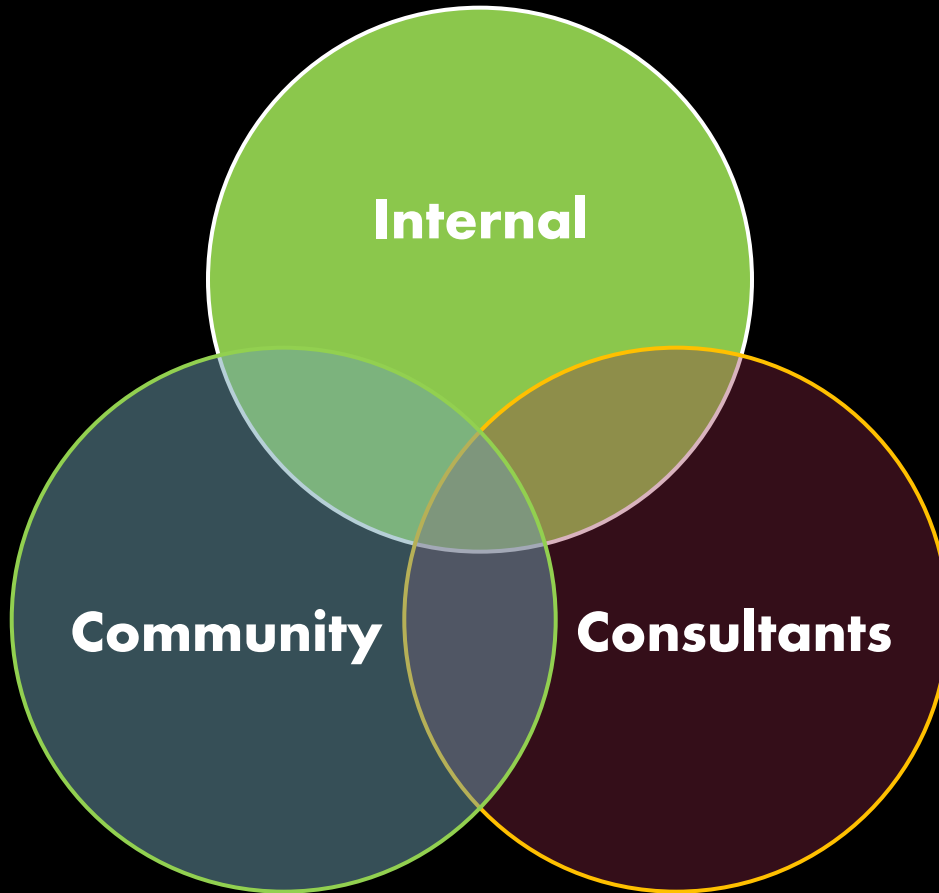
No north/south corridor west of Monterey

Community Engagement



- **Strategic/focused process**
- **High level commitment of significant resources**
- **Combination of traditional and social media outlets**

Collaborative Approach





The Team

Internal

- **Public Works**
- **Economic Development**
- **Community Development**
- **Communications and Engagement**
- **Fire**
- **Police**





The Team

Community

- **Chamber of Commerce**
- **Downtown Association**
- **Residents**
- **School District**
- **VTA**





The Team

Consultants

- **Alta Planning + Design**
- **Harris & Associates**
- **Street Plans**



Harris & Associates.



Community Engagement

Planning /Reviewing Alternatives

- **Stakeholder consensus meetings**
- **Business owner meetings**
- **Public safety meeting**
- **Residents meeting**
- **Creative Placemaking Symposium**
- **City Council check-in**
- **Weekend demonstration**
- **Demonstration survey**
- **Business survey**



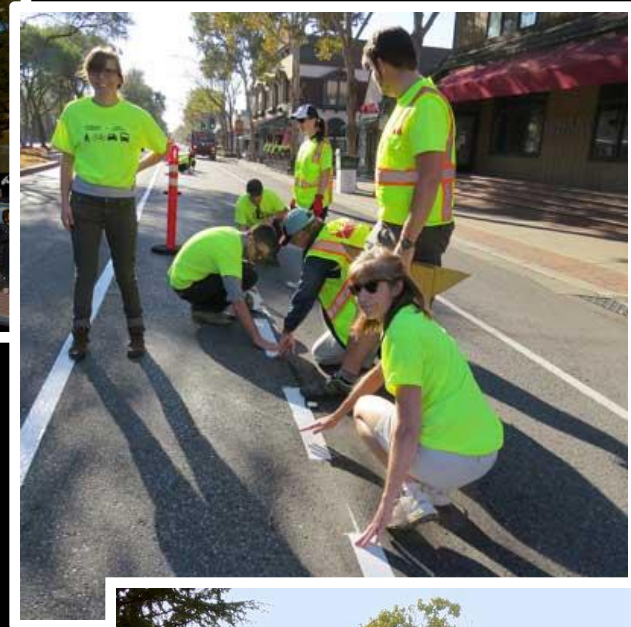


Complete Street Objectives

The pilot project is intended to gauge if a lane reduction will:

- **Improve livability and economic vitality**
- **Enhance pedestrian environment**
- **Accommodate bicyclists safely**
- **Reduce noise and air pollution**
- **Create attractive, thriving and vibrant community gathering places**
- **Foster a safe and inviting experience for all**
- **Preserve mobility for those accessing businesses, schools, services, transit and other key destinations**

Weekend Demonstration



- **Created two alternatives**
- **Logistical test 10/25/14 & 10/26/14**
- **Incredible community involvement**



Community Engagement

Response to weekend demonstration

- **789 surveys collected (hard copy and online)**
- **1536 survey comments**
- **Hundreds of comments through various social media outlets**
- **Emails**
- **Comments through website**



Find us on
Facebook



Nextdoor

MORGAN HILL
DOWNTOWN
...IT'S HAPPENING!



Constant Contact 

Community Opinion

**54% of
respondents would
like to proceed
with a six month
trial**



Recommendation 6 month trial

- **February 2015 until July 2015**
- **One – lane each direction for vehicles**
- **Buffered bike lane each direction**
- **Continuous monitoring**
- **Formal evaluation of performance criteria and reports to City Council**
 - ✓ **3 months**
 - ✓ **6 months**
- **Final Report**



Evaluation Criteria

16 Performance Measures

- **Safety**
- **Multimodal Mobility**
- **Vibrancy**
- **Economic Vitality**

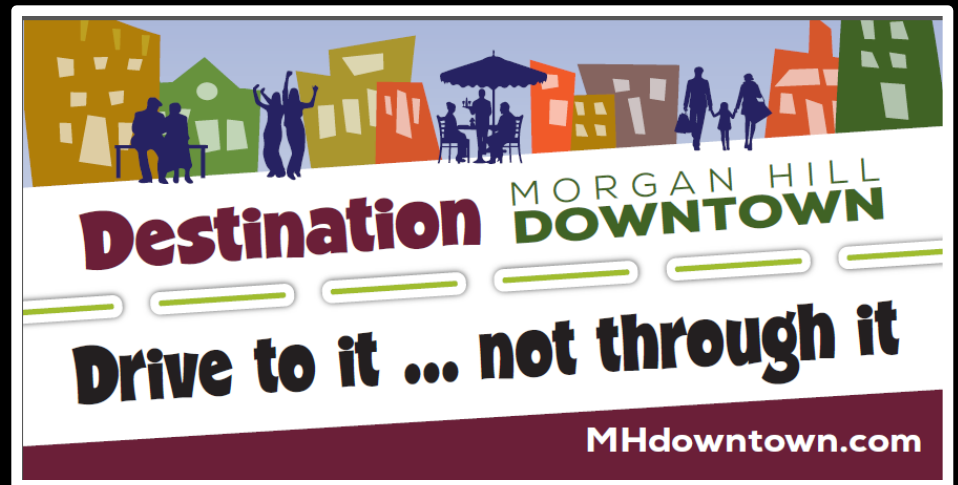
Three Review Periods

Single Complete Street Index



MORGAN HILL
DOWNTOWN
...IT'S HAPPENING!

**Drive to it...
not through it**



Cost

Alta Planning + Design Contract

\$ 75,000

**Traffic Control and Materials
during Weekend Event**

6 Month Pilot Program:

\$176,000

Total:

\$251,000

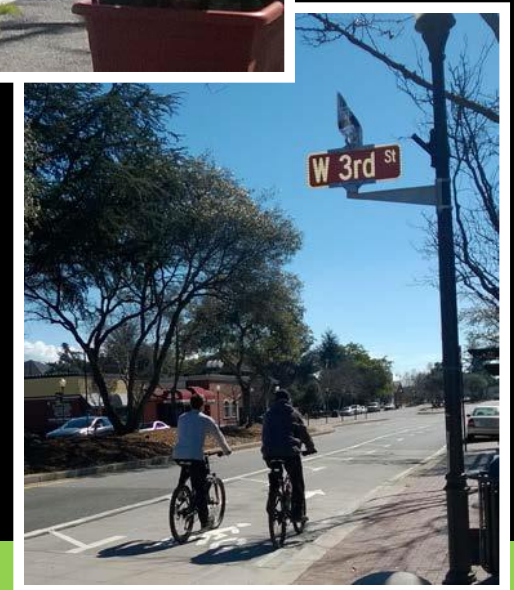
What's Next?

- **Continue with data collection**
- **Monitor/compile community feedback**
- **Present findings to City Council at 3 and 6 months**
- **City Council decision at end of pilot**



Lessons Learned...so far

- **Community engagement is paramount and never ending**
- **It's not about the street**
- **Hard to keep focus off bike lane**
- **Important to have key stakeholders involved with delivering the message**
- **Community engagement is paramount and never ending...**



City Council's Role



- **Willingness to make a bold decision**
- **Patience with the differing community opinions**
- **Support for testing the concept**
- **Make final decision**